

ORDER



KLAS

Orders	Order / Rev:	36855	Primary AE:	Mike Jones
	Alt Order #:	08833338	Sales Office:	K-WAS
	Product Desc:	AMERICAN CROSSROADS	Sales Region:	National
	Estimate:	693		
	Flight Dates:	10/16/12 - 10/22/12		
	Original Date / Rev:	08/01/12 / 10/01/12		
	Order Type:	GENERAL		

Agency	Name:	Cross Roads Media	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:	66 Canal Center Plaza	Billing Cycle:	EOM/EOC
		Alexandria, VA 22314	Agency Commission:	15%

Advertiser	Name:	American Crossroads	New Business Thru:	09/12/10
	Demographic:	A35+	Order Separation:	00:10:00
	Product Codes:	PO4	Advertiser External ID:	
	Priority:	LV2	Agency External ID:	
	Revenue Codes:	AGY, POL, ISS		

Bill Plan	Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/22/12	73	\$123,650.00	\$105,102.50	0.00
			October 2012	73	\$123,650.00
				Totals	\$105,102.50
					0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones	Start Of Order - End Of Order			100%
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Order Share	Share	Total
KLAS	30%	\$123,650.00
Market	100%	\$412,166.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$103,041.67
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVUU	5%	\$20,608.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/16/12	10/19/12	137-237a M-F Elec Plyg&M		137-207a	-TWTF--	:30	4	\$100.00	LV2	0.00	NM	4	\$400.00
Electric Playground (1:37 XM-2:37 XM)															
NATE BERKUS															
Start Date		End Date		Weekdays		Spots/Week		Rate	Rating						
Week: 10/15/12		10/21/12		-TWTF--		4		\$100.00	0.00						
E 2	8	10/22/12	10/22/12	137-237a M-F Elec Plyg&M		137-207a	M-----	:30	1	\$100.00	LV2	0.00	NM	1	\$100.00
Electric Playground (1:37 XM-2:37 XM)															

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Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
NATE BERKUS																		
Start Date End Date Weekdays Spots/Week Rate Rating																		
Week: 10/22/12 10/28/12 M----- 1 \$100.00 0.00																		
E 3	8	10/21/12	10/21/12	8 News Now	Sun 5-7p	CM	4-430p, 630-7p	-----S	:30	1	\$1,500.00	LV1	0.00	NM		0	\$0.00	
8 News Now Sun																		
SUN EVE ROTATION																		
Start Date End Date Weekdays Spots/Week Rate Rating																		
Week: 10/15/12 10/21/12 -----S 1 \$1,500.00 0.00																		
Spot	Ch	Date Range	Description	Start/End Time				Weekdays	Length		Rate	Rtg	Type					
1	8	10/15/12-10/21/12	8 News Now Sun 5-7p	4-430p, 630-7p				-----Su	:30	(\$1,500.00)	0.00	NM						
See MG 31.3,31.4,31.5																		
[da]																		
E 4	8	10/21/12	10/21/12	8 News Now	Sun AM	#1CM	8 News Now	Sun A-----S	:30	1	\$500.00	LV1	0.00	NM		0	\$0.00	
8 News Now Sun AM #1																		
8 NEWS NOW SUN MORNING #1																		
Start Date End Date Weekdays Spots/Week Rate Rating																		
Week: 10/15/12 10/21/12 -----S 1 \$500.00 0.00																		
Spot	Ch	Date Range	Description	Start/End Time				Weekdays	Length		Rate	Rtg	Type					
1	8	10/15/12-10/21/12	8 News Now Sun AM #1	8 News Now Sun				-----Su	:30	(\$500.00)	0.00	NM						
See MG 31.3,31.4,31.5																		
[da]																		
E 5	8	10/21/12	10/21/12	8 News Now	Sun AM	#2CM	8 News Now	Sun A-----S	:30	1	\$1,500.00	LV1	0.00	NM		1	\$1,500.00	
8 News Now Sun AM #2																		
8 NEWS NOW SUN MORNING #2																		
Start Date End Date Weekdays Spots/Week Rate Rating																		
Week: 10/15/12 10/21/12 -----S 1 \$1,500.00 0.00																		
E 6	8	10/21/12	10/21/12	CBS News Sunday	Morn	QM	CBS Sunday Morn	-----S	:30	1	\$2,000.00	LV1	0.00	NM		1	\$2,000.00	
CBS News Sunday Morning																		
CBS SUNDAY MORNING																		
Start Date End Date Weekdays Spots/Week Rate Rating																		
Week: 10/15/12 10/21/12 -----S 1 \$2,000.00 0.00																		
E 7	8	10/16/12	10/19/12	8 News Now	11p	M-F	CM	11-1135p	-TWTF--	:30	4	\$2,200.00	LV1	0.00	NM		4	\$8,800.00
8 News Now 11p M-F																		
8 NEWS NOW @ 11P																		
Start Date End Date Weekdays Spots/Week Rate Rating																		
Week: 10/15/12 10/21/12 -TWTF-- 4 \$2,200.00 0.00																		
E 8	8	10/22/12	10/22/12	8 News Now	11p	M-F	CM	11-1135p	M-----	:30	1	\$2,200.00	LV1	0.00	NM		1	\$2,200.00
8 News Now 11p M-F																		
8 NEWS NOW @ 11P																		
Start Date End Date Weekdays Spots/Week Rate Rating																		
Week: 10/22/12 10/28/12 M----- 1 \$2,200.00 0.00																		
E 9	8	10/16/12	10/19/12	Live w/Kelly		CM	9-10a	-TWTF--	:30	4	\$850.00	LV2	0.00	NM		4	\$3,400.00	
Live With Regis & Kelly																		
LIVE WITH KELLY																		
Start Date End Date Weekdays Spots/Week Rate Rating																		
Week: 10/15/12 10/21/12 -TWTF-- 4 \$850.00 0.00																		
E 10	8	10/22/12	10/22/12	Live w/Kelly		CM	9-10a	M-----	:30	1	\$850.00	LV1	0.00	NM		1	\$850.00	
Live With Regis & Kelly																		
LIVE WITH KELLY																		
Start Date End Date Weekdays Spots/Week Rate Rating																		
Week: 10/22/12 10/28/12 M----- 1 \$850.00 0.00																		
E 11	8	10/16/12	10/19/12	630-7p Inside Edition		CM	630-7p	-TWTF--	:30	4	\$1,300.00	LV2	0.00	NM		3	\$3,900.00	
Inside Edition																		
INSIDE EDITION																		
Start Date End Date Weekdays Spots/Week Rate Rating																		
Week: 10/15/12 10/21/12 -TWTF-- 4 \$1,300.00 0.00																		
Spot	Ch	Date Range	Description	Start/End Time				Weekdays	Length		Rate	Rtg	Type					
2	8	10/15/12-10/21/12	630-7p Inside Edition	630-7p				-TWTF----	:30	(\$1,300.00)	0.00	NM						
Credited																		
[move \$\$ to 36854/8833337]																		
E 12	8	10/22/12	10/22/12			CM	630-7p	M-----	:30	1	\$1,300.00	LV2	0.00	NM		0	\$0.00	

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E 32	8	10/20/12	10/20/12	NCAA Football		CM	NCAA College Foo	-----S-		:30	1	\$5,000.00	LV1	0.00	NM		1	\$5,000.00
NCAA FOOTBALL																		
Start Date End Date Weekdays Spots/Week Rate Rating																		
Week: 10/15/12 10/21/12 -----S- 1 \$5,000.00 0.00																		
E 33	8	10/16/12	10/16/12	Tue 10-11p	Vegas	CM	10-11p		-T-----	:30	1	\$8,500.00	LV1	0.00	NM	0	\$0.00	
VEGAS																		
Start Date End Date Weekdays Spots/Week Rate Rating																		
Week: 10/15/12 10/21/12 -T----- 1 \$8,500.00 0.00																		
Spot	Ch	Date Range	Description			Start/End Time					Weekdays	Length	Rate	Rtg	Type			
1	8	10/15/12-10/21/12	Tue 10-11p			10-11p					-T-----	:30	(\$8,500.00)	0.00	NM			
See MG 31.3,31.4,31.5																		
[da]																		
E 34	8	10/18/12	10/18/12	Thu 8-9p	Big Bang / 2 1/2 Men	CM	8-9p		---T---	:30	1	\$18,000.00	LV1	0.00	NM	1	\$18,000.00	
BIG BANG/TWO & A HALF MEN																		
Start Date End Date Weekdays Spots/Week Rate Rating																		
Week: 10/15/12 10/21/12 ---T--- 1 \$18,000.00 0.00																		
E 35	8	10/21/12	10/21/12	Sun 10-11p	The Mentalist	CM	10-11p		-----S	:30	1	\$12,000.00	LV1	0.00	NM	1	\$12,000.00	
THE MENTALIST																		
Start Date End Date Weekdays Spots/Week Rate Rating																		
Week: 10/15/12 10/21/12 -----S 1 \$12,000.00 0.00																		
E 36	8	10/20/12	10/21/12	8 News Now 11p	Sa/SuCM	11-1135P		-----SS	:30	1	\$1,100.00	LV2	0.00	NM	1	\$1,100.00		
8 NEWS NOW @ 11P																		
Start Date End Date Weekdays Spots/Week Rate Rating																		
Week: 10/15/12 10/21/12 -----SS 1 \$1,100.00 0.00																		
E 37	8	10/16/12	10/19/12	Craig Ferguson		CM	1237a-137a		-TWTF--	:30	2	\$450.00	LV1	0.00	NM	2	\$900.00	
LATE LATE SHOW																		
Start Date End Date Weekdays Spots/Week Rate Rating																		
Week: 10/15/12 10/21/12 -TWTF-- 2 \$450.00 0.00																		
E 38	8	10/21/12	10/21/12	Sun 105-205a Bros/Sist	CM	105-205a		-----S	:30	1	\$150.00	LV1	0.00	NM	1	\$150.00		
CBS CRIMETIME/SPORTS SPECTACULAR																		
Start Date End Date Weekdays Spots/Week Rate Rating																		
Week: 10/15/12 10/21/12 -----S 1 \$150.00 0.00																		

Totals 73 \$123,650.00